

Index

ADVERSE MEDICAL EXPERTS

Medical Experts (this index)

ADVERSE WITNESSES

Storytelling during cross-examination of fact and expert witnesses, § 17:30

ALTERNATE JURY QUESTIONNAIRE

Jury selection, § 14:24

AMERICAN INDIAN CHIEFS

Native American Chiefs of 19th Century (this index)

AMERICAN TOBACCO

Scott v. American Tobacco (this index)

ANALOGY-TYPE THEME

Generally, § 5:10

ANALYSIS OF CASE

Client Management (this index)

ANCIENT PHILOSOPHERS

Historical Development of Rhetoric and Persuasion (this index)

ANTONY, MARK

Funeral oration (in Shakespeare's Julius Caesar), § 10:5

ARISTOTLE

Historical development of rhetoric and persuasion, § 8:6, 8:12

AUTHORITATIVE TEXTS

Medical Experts (this index)

BECTON, CHARLES

Theming, § 5:3

BIAS

Medical experts, detection of bias, § 18:11

Storytelling during cross-examination of fact and expert witnesses, § 17:41, 17:43

BIG TOBACCO, PLAINTIFFS VS.

Scott v. American Tobacco (this index)

BRAIN DAMAGE CASES

Brown medical negligence infant brain damage case pictorial storyboard example, § 4:6

BROWN CASE

Medical negligence infant brain damage case pictorial storyboard example, § 4:6

BUSINESS AND FRAUD CASE

Closing arguments, illustrative, § 19:16

CANCER MISDIAGNOSIS

Closing arguments, illustrative, § 19:17

CASE CAPSULE

TELEGRAM-TYPE THEME

Generally, § 5:9

CHECKLISTS

Jury selection, voir dire, § 14:8

Medical Experts (this index)

Opening statements, § 15:8

CHIEFS, NATIVE AMERICAN

Native American Chiefs of 19th Century (this index)

CHILDREN AND MINORS

Brown medical negligence infant
brain damage case pictorial
storyboard example, § 4:6

CHINESE COURTROOM STRATEGY AND TACTICS

Generally, § 11:1 to 11:4

CHURCHILL, WINSTON

“We Shall Fight On The Beaches”
speech, § 10:9

CICERO

Generally, § 8:8
Defense of Sextus Roscius, § 10:3
Maxims of persuasion, § 8:13
Rails against Catiline and his
conspiracies, § 10:4

CIVIL TRIALS IN FEDERAL DISTRICT COURT

Voir dire in, § 14:22

CLIENT MANAGEMENT

Generally, § 1:1 to 1:29
Acceptance of case, § 1:28
Analysis
 of costs, § 1:14
 time, § 1:15
Contact, initial, § 1:2
Cost analysis, § 1:14
Decisions
 generally, § 1:26 et seq.
 accepting the case, § 1:28
 reliance on gut reaction, § 1:26
 special discussion points, § 1:28
 turning the case down, § 1:27
Discussion points, acceptance of
case, § 1:28
Evaluation of legal problems,
§ 1:13
Evaluation tools, § 1:12
Goals, § 1:29
Gut reaction, reliance on, § 1:26
Initial contact, § 1:2

CLIENT MANAGEMENT

—Cont’d

Initial interviews. **Initial
Interviews with Client** (this
index)
Legal problems, evaluation of,
§ 1:13
Problems
 clients. **Problem Clients** (this
index)
 evaluation of legal problems,
§ 1:13
Profile, creating client profile,
§ 1:8
Refusal of case, § 1:27
Reliance on attorney gut reaction,
§ 1:26
Special discussion points, accep-
tance of case, § 1:28
Time analysis, § 1:15
Tools for evaluation of clients,
§ 1:12
Turning down case, § 1:27

CLIENTS

Client Management (this index)

CLOSING ARGUMENTS

Generally, § 19:1 to 19:21
“Begin from the beginning,”
§ 19:4
Business and fraud case, § 19:16
Cancer misdiagnosis, § 19:17
Concluding thoughts, § 19:11
Consistent theme, § 19:5
Cross-match in summation, § 19:7
Dos and donts of closing argu-
ments, § 19:12, 19:13
Drug overdose/ medical malprac-
tice, § 19:21
Explosion case, § 19:19
Finality of decision, impress jury
with, § 19:9
Focus of case, return to, § 19:6
Goals of, § 19:2

INDEX

CLOSING ARGUMENTS

—Cont'd

Illustrative closing arguments
business and fraud case, § 19:16
cancer misdiagnosis, § 19:17
drug overdose/ medical malpractice, § 19:21
explosion case, § 19:19
malpractice, medical, § 19:15, 19:21
medical cases, § 19:15, 19:17, 19:21
motor vehicle crash case, § 19:18
multiple accidents producing soft tissue damage, § 19:20
preexisting conditions, § 19:18
products liability explosion, § 19:19
professional engineering litigation, § 19:14
soft tissue damage, multiple accidents producing, § 19:20
surgical malpractice, § 19:15
truck-trailer/auto crash case, § 19:18
Malpractice, medical, § 19:15, 19:21
Medical cases, § 19:15, 19:17, 19:18, 19:21
Motor vehicle crash case, § 19:18
Multiple accidents producing soft tissue damage, § 19:20
Opening statements, relation of closing arguments to, § 19:7
Preexisting conditions, § 19:18
Preparation of, § 19:3
Products liability explosion, § 19:19
Professional engineering litigation, § 19:14
Relation of closing arguments to opening and voir dire, § 19:7

CLOSING ARGUMENTS

—Cont'd

Revelation and reversal, use of, § 19:8
Samples. Illustrative closing arguments, above
Scott v. American Tobacco (this index)
Soft tissue damage, multiple accidents producing, § 19:20
Surgical malpractice, § 19:15
Thanking the jury, § 19:10
Theme, consistency, § 19:5
Truck-trailer/auto crash case, § 19:18
Voir dire, relation of closing arguments to, § 19:7

COMMON SENSE

Storytelling during cross-examination of fact and expert witnesses, § 17:17, 17:18

COMMUNICATIONS

Acceptance of case, special discussion points, § 1:28
Interviews with clients. **Initial Interviews with Client** (this index)

CONSTRUCTION FAILURE CASE

Storytelling during cross-examination of fact and expert witnesses, § 17:1

CORAX OF SYRACUSE

Historical development of rhetoric and persuasion, § 8:2

CORROBORATION

Storytelling during cross-examination of fact and expert witnesses, § 17:4

COURT PERSONNEL

Officers of Court (this index)

COURTROOM ENVIRONMENT

Generally, § 12:1 to 12:8
 Art, § 12:1
 Configuration, § 12:2
 Court personnel, critical space,
 § 12:5
 Critical space
 generally, § 12:3 to 12:6
 court personnel, § 12:5
 judge, § 12:6
 self awareness, § 12:4
 Demeanor, § 12:7
 Depositions, § 12:7
 Drama, § 12:1
 Goals, § 12:8
 Judge, critical space, § 12:6
 Pre-trial depositions, § 12:7
 Science, § 12:1
 Self awareness, critical space,
 § 12:4

COURTROOM STORIES

Storytelling (this index)

COURT RULES

Jury selection, local court rules,
 § 14:3
 Storytelling during cross-examina-
 tion of fact and expert wit-
 nesses, § 17:10

CREDIBILITY OF WITNESSES

Storytelling during cross-examina-
 tion of fact and expert wit-
 nesses, § 17:5, 17:7, 17:26

CROSS-EXAMINATION OF FACT AND EXPERT WITNESSES, STORYTELLING DURING

Generally, § 17:1 to 17:45
 Admission, defective palletizer
 case, § 17:27
 Adverse witnesses, § 17:30
 Advice, general, § 17:14
 Attacks
 collateral attacks, below

CROSS-EXAMINATION OF FACT AND EXPERT WITNESSES, STORYTELLING DURING —Cont'd

Attacks—Cont'd
 on credibility, § 17:7, 17:26,
 17:43
 on foundation, as purpose of
 cross-examination, § 17:8
 Awareness of jury, § 17:16
 Bias, examples, § 17:41, 17:43
 “Big Train,” truth of, § 17:44
 Challenge of witness credibility or
 testimony, as purpose of
 cross-examination, § 17:5
 Checklists
 purposes, § 17:13
 techniques, § 17:12
 Collateral attack
 as purpose of cross-examina-
 tion, § 17:3
 of fact witness, § 17:42
 Commitment to logic or common
 sense, § 17:17
 Common sense, § 17:17, 17:18
 Construction failure case, § 17:1
 Control, maintaining, § 17:29,
 17:33
 Corroboration, as purpose of
 cross-examination, § 17:4
 Court rules, federal, § 17:10
 Credibility of witness, § 17:5,
 17:7, 17:26
 Crossing cases, railroad and
 highway, non-exclusive list
 of materials for cross-exami-
 nation in, § 17:24
 Defect cases, § 17:23, 17:27
 Direct impeachment, as purpose of
 cross-examination, § 17:9
 Discovery, general cross-examina-
 tion materials developed in,
 § 17:19

INDEX

CROSS-EXAMINATION OF FACT AND EXPERT WITNESSES, STORYTELLING DURING —Cont'd

Driver, highway collision, cross-examination of, § 17:31

Economist, example cross-examination on hedonic damage issues, § 17:25

Education, as purpose of cross-examination, § 17:2

Engineer experts, § 17:27, 17:28

Examples and samples

- attacking credibility, § 17:26, 17:43
- bias, § 17:41, 17:43
- collateral attack of fact witnesses, § 17:42
- control pinning witness to specific document, exhibit, or demonstrative aid, § 17:33
- exhibits, § 17:30, 17:33
- fact witnesses, generally, § 17:35 to 17:39, 17:41, 17:42
- foundation in cross-examination for use of standards by own engineering and warnings expert, § 17:28
- hedonic damage issues, cross-examination of economist on, § 17:25
- hotel security case, § 17:36, 17:40
- hourly employees, § 17:37 to 17:39
- impeachment of witnesses, § 17:42
- maritime cases, § 17:41, 17:42
- medical-malpractice case, cross-examination of physician, § 17:43
- partially open/followed by closed-leading questions

CROSS-EXAMINATION OF FACT AND EXPERT WITNESSES, STORYTELLING DURING —Cont'd

Examples and samples—Cont'd

- and finishing with summary question, § 17:31
- physician, cross-examination exposing bias and lack of credibility in medical malpractice case, § 17:43

Exhibits

- control pinning witness to specific document, exhibit, or demonstrative aid, § 17:33
- questions to adverse witness which support part of case where answer is limited by records or writings in, § 17:30

Explosion and fire cases, non-exclusive list of materials for cross-examination in, § 17:21

Federal rules, § 17:10

Fire cases, non-exclusive list of materials for cross-examination in, § 17:21

Foundation, § 17:8, 17:28

Gaining admissions, § 17:27

General reminders about cross-examination, § 17:34

Guidelines, generally, § 17:15 to 17:45

Hedonic damage issues, cross-examination of economist on, § 17:25

Highway design cases, § 17:23, 17:24

Hospital nurse, cross-examination of, § 17:30

Hostile witnesses, impeachment of, § 17:42

Hotel security cases, § 17:36, 17:40

**CROSS-EXAMINATION OF
FACT AND EXPERT
WITNESSES,
STORYTELLING DURING
—Cont'd**

Hourly employees, examples,
§ 17:37 to 17:39

Human factors expert, cross-examination of, § 17:27

Impeachment of witnesses, § 17:6, 17:9

Jury awareness, § 17:16

Logic, § 17:17

Malpractice case, cross-examination of physician, § 17:43

Maritime cases, § 17:22, 17:41, 17:42

Materials

- general cross-examination materials developed in discovery or research, § 17:19
- maritime cases, non-exclusive list of materials for cross-examination in, § 17:22
- medical cases, non-exclusive list of materials for cross-examination in, § 17:20
- product cases, explosions, and fires, non-exclusive list of materials for cross-examination in, § 17:21
- railroad and highway crossing cases, non-exclusive list of materials for cross-examination in, § 17:24
- road and highway design and defect cases, non-exclusive list of materials for cross-examination in, § 17:23

Medical cases, § 17:20, 17:43

Medical Experts (this index)

Partially open/answered by closed-leading questions and finishing with summary question, § 17:31

**CROSS-EXAMINATION OF
FACT AND EXPERT
WITNESSES,
STORYTELLING DURING
—Cont'd**

Physician, cross-examination of, § 17:43

Preambles to asking questions which call for “yes” or “no,” § 17:32

Preparation method, § 17:11

Product cases, non-exclusive list of materials for cross-examination in, § 17:21

Product defect cases, § 17:27

Purposes of cross-examination generally, § 17:2 to 17:14

- attacking credibility, § 17:7
- attacking foundation, § 17:8
- direct impeachment, § 17:9
- federal rules, § 17:10
- for collateral attack, § 17:3
- general advice, § 17:14
- preparation method, § 17:11
- purposes checklist, § 17:13
- techniques checklist, § 17:12
- to challenge witness credibility or testimony, § 17:5
- to corroborate, § 17:4
- to educate, § 17:2
- types of impeachment, § 17:6

Railroad and highway crossing cases, non-exclusive list of materials for cross-examination in, § 17:24

Research, general cross-examination materials developed in, § 17:19

Road and highway design and defect cases, § 17:23, 17:24

Simplification of technical issues, § 17:15

Standards by own engineering and warnings expert, § 17:28

INDEX

CROSS-EXAMINATION OF FACT AND EXPERT WITNESSES, STORYTELLING DURING —Cont'd

- Technical issues, simplifying,
§ 17:15
- Techniques checklist, § 17:12
- Truth of “Big Train,” § 17:44
- “Yes” or “no” questions,
preambles to asking, § 17:32

CROSSINGS, RAILROAD AND HIGHWAY

- Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:24

DAMAGES

- Initial interviews with clients,
inquiring about, § 1:9

DECISIONS

- Client Management** (this index)

DEFECT CASES

- Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:23, 17:27

DEFINITIONS

- Rhetorical and oratorical devices,
§ 7:3

DELIVERY

- Quintilian’s elements of, § 8:14

DEMEANOR OF ATTORNEY

- Courtroom environment, § 12:7
- Initial interviews with clients,
attorney’s self-control, § 1:7
- Jury selection, § 14:21
- Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:29, 17:33

DEMOSTHENES

- Attacks his accuser, § 10:2

DEMOSTHENES—Cont’d

- Historical development of rhetoric
and persuasion, § 8:7

DEPOSITIONS

- Courtroom environment, § 12:7
- Medical Experts** (this index)

DIRECT EXAMINATION OF FACT WITNESS, STORYTELLING IN

- Generally, § 16:1 to 16:18
- Additional general guidelines for
witness, § 16:6
- Evaluation of witness, § 16:9
- Examples
 - maritime plaintiff in personal
injury case, § 16:16
 - plaintiff in medical negligence
case, § 16:15
 - wrongful death case, direct
testimony of plaintiff’s
daughter in, § 16:17
- Guidelines on direct
 - for lawyer, § 16:12
 - for witness, generally, § 16:4,
16:6
- Narration during direct examina-
tion, § 16:7
- Order of witnesses, § 16:13
- Outlining of case on direct,
§ 16:11
- Preparation of witnesses, § 16:5
- Purposes of direct examination,
§ 16:2
- Rules of direct examination, gen-
eral, § 16:4
- Structure of direct examination,
§ 16:14
- Types of direct witnesses, § 16:3
- Types of questions on direct,
§ 16:10

DIRECT IMPEACHMENT

- Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:9

DISABILITY CASES

Jury selection, example voir dire,
§ 14:18

DISCOVERY

Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:19

DOUBLE-TRACKING

Story structure, § 6:6

**DRIVER IN HIGHWAY
COLLISION**

Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:31

DRUG OVERDOSE

Closing arguments, illustrative,
§ 19:21

ECONOMIST

Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:25

EDUCATION PURPOSES

Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:2

ENGINEER EXPERTS

Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:27, 17:28

ENGINEERING LITIGATION

Products liability cases, § 19:14

**ENVIRONMENT OF
COURTROOM**

Courtroom Environment (this
index)

“EXAGGERATOR” CLIENTS

Problem clients, § 1:21

EXAMINATION OF WITNESSES

Cross-Examination of Fact and
Expert Witnesses, Storytell-

EXAMINATION OF WITNESSES

—Cont’d

ing During (this index)

Direct Examination of Fact Wit-
ness, Storytelling In (this
index)

EXAMPLES

Samples and Examples (this
index)

EXHIBITS

Cross-Examination of Fact and
Expert Witnesses, Storytell-
ing During (this index)

EXPERT WITNESSES

Cross-Examination of Fact and
Expert Witnesses, Storytell-
ing During (this index)

Medical Experts (this index)

EXPLOSION CASES

Closing arguments, illustrative,
§ 19:19

Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:21

FACT WITNESSES

Cross-Examination of Fact and
Expert Witnesses, Storytell-
ing During (this index)

Direct Examination of Fact Wit-
ness, Storytelling In (this
index)

FAILURE TO WARN CASE

Jury selection, example voir dire,
§ 14:16

FEDERAL COURT RULES

Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:10

FIRE CASES

Storytelling during cross-examina-
tion of fact and expert wit-
nesses, § 17:21

INDEX

FIVE Ws STORY STRUCTURE

Generally, § 6:2

FOCUS GROUPS

Generally, § 13:6

FORESHADOWING

Story structure, § 6:6

“GETTYSBURG ADDRESS”

Lincoln, Abraham, § 10:7

“GIVE ME LIBERTY OR GIVE ME DEATH”

Henry, Patrick, § 10:6

GOALS

Client management, § 1:29

Closing arguments, § 19:2

Courtroom environment, § 12:8

Jury selection, § 14:25

Opening statements, § 15:2

GREAT SPEECHES

Generally, § 10:1 to 10:14

Antony, Mark, funeral oration (in Shakespeare’s Julius Caesar), § 10:5

Churchill, Winston, “We Shall Fight On The Beaches” speech, § 10:9

Cicero

defense of Sextus Roscius, § 10:3

rails against Catiline and his conspiracies, § 10:4

Demosthenes attacks his accuser, § 10:2

Henry, Patrick, “Give me liberty or give me death” speech, § 10:6

Jordan, Barbara, call for impeachment of President Nixon, § 10:11

Kennedy, John F., 1961 inaugural address, § 10:12

King, Martin Luther, Jr., “I Have A Dream” Speech, § 10:13

GREAT SPEECHES—Cont’d

Lincoln, Abraham, “Gettysburg Address,” § 10:7

Obama, Barack, “A More Perfect Union” speech, § 10:14

Roosevelt, Franklin D., declaration of war against Japanese, § 10:10

Truth, Sojourner, speaks for women’s rights, § 10:8

GREECE

Historical Development of Rhetoric and Persuasion (this index)

GUIDELINES

Direct Examination of Fact Witness, Storytelling In (this index)

GUT REACTION

Deciding to take case, § 1:26

HEDONIC DAMAGE ISSUES

Storytelling during cross-examination of fact and expert witnesses, § 17:25

HENRY, PATRICK

“Give me liberty or give me death” speech, § 10:6

HIGHWAY DESIGN CASES

Storytelling during cross-examination of fact and expert witnesses, § 17:23, 17:24

HISTORICAL DEVELOPMENT OF RHETORIC AND PERSUASION

Generally, § 8:1 to 8:15

Ancient Greece

generally, § 8:2 to 8:7

Aristotle, § 8:6

Corax of Syracuse, § 8:2

Demosthenes, § 8:7

Isocrates, § 8:5

Pericles of Athens, § 8:3

HISTORICAL DEVELOPMENT OF RHETORIC AND PERSUASION—Cont'd

- Ancient Greece—Cont'd
 - Socrates, § 8:4
- Ancient Rome
 - generally, § 8:8 to 8:11
 - Cicero, Marcus Tullius, § 8:8
 - Quintilian, § 8:9
 - Tacitus, § 8:10
- Aristotle, § 8:6, 8:12
- Chinese courtroom strategy and tactics, General Sun Tzu, § 11:1 to 11:4
- Cicero, Marcus Tullius
 - generally, § 8:8
 - defense of Sextus Roscius, § 10:3
 - maxims of persuasion, § 8:13
 - rails against Catiline and his conspiracies, § 10:4
- Corax of Syracuse, § 8:2
- Delivery, Quintilian's elements of, § 8:14
- Demosthenes, § 8:7, 10:2
- Great Speeches** (this index)
- Isocrates, § 8:5
- Native American Chiefs of 19th Century** (this index)
- Pericles of Athens, § 8:3
- Quintilian, § 8:9, 8:14
- Rules of persuasion
 - generally, § 8:12 to 8:15
 - Aristotle's principles of persuasion, § 8:12
 - Cicero's eight maxims of persuasion, § 8:13
 - Quintilian's elements of delivery, § 8:14
- Socrates, § 8:4
- Sun Tzu, courtroom strategy and tactics, § 11:1 to 11:4
- Tacitus, § 8:10
- Timeline of sources of art and science of persuasion, § 8:11

HOSPITAL NURSES

- Storytelling during cross-examination of fact and expert witnesses, § 17:30

HOSPITAL RECORDS

- Medical experts, § 18:4

HOSTILE WITNESSES

- Storytelling during cross-examination of fact and expert witnesses, § 17:42

HOTEL SECURITY CASES

- Storytelling during cross-examination of fact and expert witnesses, § 17:36, 17:40

HOURLY EMPLOYEES

- Storytelling during cross-examination of fact and expert witnesses, § 17:37 to 17:39

HOWARD JOHNSON'S HONEYMOON DEATHTRAP SLAY CASE

- Written outline storyboards example, § 4:3, 4:4

HUMAN FACTORS EXPERT

- Storytelling during cross-examination of fact and expert witnesses, § 17:27

"I-CAN'T-EXPLAIN-OVER-THE-PHONE" CLIENTS

- Problem clients, § 1:23

"I HAVE A DREAM"

- King, Martin Luther, Jr., § 10:13

IMPEACHMENT OF WITNESSES

- Storytelling during cross-examination of fact and expert witnesses, § 17:6, 17:9

INITIAL CONTACTS

- Client management, § 1:2

INDEX

INITIAL INTERVIEWS WITH CLIENTS

- Generally, § 1:3 to 1:11
- Control and manners, attorney's, § 1:7
- Damages, inquiring about, § 1:9, 1:10
- General damages, inquiring about, § 1:10
- Liability issues, explanation of, § 1:11
- Listening to potential client, § 1:5
- Monitoring your manner, § 1:4
- Observation of potential client, § 1:6
- Profile, client, § 1:8
- Quality time, § 1:3
- Self control, attorney's, § 1:7
- Special damages, inquiring about, § 1:9

IN LIMINE MOTIONS

- Jury selection, § 14:4

INTERVIEWS WITH CLIENT

- Initial Interviews with Client (this index)

INTRODUCTION, BODY, AND CONCLUSION STORY STRUCTURE

- Generally, § 6:4

ISOCRATES

- Historical development of rhetoric and persuasion, § 8:5

JORDAN, BARBARA

- Call for impeachment of President Nixon, § 10:11

JUDGES

- Courtroom environment, critical space, § 12:6
- Jury selection, study of judge, § 14:2

JUDGMENT

- Scott v. American Tobacco, Phase II, § 20:25

JURYMETRIC SURVEYS

- Generally, § 13:2, 13:4

JURY QUESTIONNAIRES

- Alternate jury questionnaire, § 14:24
- Models for Case Strategies (this index)

JURY SELECTION

- Generally, § 14:1 to 14:25
- Alternate jury questionnaire, § 14:24
- Checklist, voir dire, § 14:8
- Civil trials in federal district court, voir dire in, § 14:22
- Court rules, local, § 14:3
- Demeanor, attorney's, § 14:21
- Disability and permanent injury case, example voir dire, § 14:18
- Doctor as defendant, medical, § 14:12
- Draft of voir dire, § 14:7
- Example voir dire, § 14:16 to 14:20
- Goals, § 14:25
- Influence of media, § 14:11
- in limine motions, § 14:4
- Judge, study of, § 14:2
- Keys to jurors, § 14:15
- List of jurors, examination of, § 14:5
- Local court rules, examination of, § 14:3
- Making a good impression, § 14:21
- Media influence, § 14:11
- Medical negligence case, example voir dire, § 14:17
- Motions in limine, § 14:4
- Optimal juror, § 14:6

JURY SELECTION—Cont'd

- Permanent injury case, example voir dire, § 14:18
- Personal injury cases, example voir dire, § 14:18, 14:19
- Physician as defendant, § 14:12
- Problems, § 14:9, 14:13
- Products liability failure to warn case, example voir dire, § 14:16
- Questionnaires, alternate jury questionnaire, § 14:24
- Serious injury cases, example voir dire, § 14:18, 14:19
- Special problems, exploration of, § 14:9
- Suggested judge conducted voir dire, § 14:23
- Timing, early start, § 14:14
- Tort reform
 - example voir dire, § 14:20
 - propaganda, § 14:10
- Very, very serious injury case, example voir dire, § 14:19

KENNEDY, JOHN F.

- 1961 inaugural address, § 10:12

KING, MARTIN LUTHER, JR.

- “I Have A Dream” Speech, § 10:13
- Theming, § 5:2

“KNOW-IT-ALL” CLIENTS

- Problem clients, § 1:19

“LAWYER-CHANGER” CLIENTS

- Problem clients, § 1:20

“LAWYER” CLIENTS

- Problem clients, § 1:17

LINCOLN, ABRAHAM

- “Gettysburg Address,” § 10:7

LIST OF JURORS

- Examination of, § 14:5

LOCAL COURT RULES

- Jury selection, examination of rules, § 14:3

MALPRACTICE

- Medical Negligence Cases (this index)

MATERIALS

- Cross-Examination of Fact and Expert Witnesses, Storytelling During (this index)

MEDIA INFLUENCE

- Jury selection, § 14:11

MEDICAL CONSULTANTS

- Generally, § 18:8

MEDICAL EXPERTS

- Adverse medical expert
 - cross-examination at trial from authoritative text, § 18:14
 - deposition commitment to authoritative text, § 18:13
 - example of cross-examination at trial from teaching text, § 18:15
- Authoritative text
 - cross-examination of adverse medical expert at trial from, § 18:14
 - deposition commitment by adverse medical witness to, § 18:13
- Bias, detection of, § 18:11
- Case history, § 18:2
- Checklists
 - medical records, § 18:5
 - preparation checklist for direct examination, § 18:9
- Cross-examination of adverse medical expert at trial from authoritative text, § 18:14
- Depositions
 - commitment by adverse medical witness to authoritative text, § 18:13

INDEX

MEDICAL EXPERTS—Cont'd

- Depositions—Cont'd
 - opposing medical witness,
§ 18:10
- Example of cross-examination of
adverse medical expert at
trial from teaching text,
§ 18:15
- Hospital records, § 18:4
- In-depth research, § 18:5
- Medical consultant, § 18:8
- Medical history, § 18:7
- Medical publications, § 18:6
- Medical records, § 18:4, 18:5
- Opposing medical witness, deposi-
tion of, § 18:10
- Physicians, storytelling during
cross-examination of fact and
expert witnesses, § 17:43
- Preliminary research, § 18:3
- Preparation checklist for direct
examination, § 18:9
- Published materials
 - medical publications, § 18:6
 - storytelling during direct and
cross-examination of medi-
cal experts from written or
published materials, gener-
ally, § 18:1 to 18:16
- Questioning of medical experts
with reference to authorita-
tive medicals on direct exam-
ination, § 18:12
- Records, medical, § 18:4, 18:5
- Research
 - in-depth, § 18:5
 - preliminary, § 18:3
- Storytelling
 - direct and cross-examination of
medical experts from writ-
ten or published materials,
generally, § 18:1 to 18:16
 - physicians, cross-examination
of fact and expert wit-
nesses, § 17:43

MEDICAL EXPERTS—Cont'd

- Teaching text, example of cross-
examination of adverse medi-
cal expert at trial from,
§ 18:15
- Treating physician, § 18:9
- Written materials, storytelling dur-
ing direct and cross-examina-
tion of medical experts from
written or published materi-
als, generally, § 18:1 to
18:16

MEDICAL HISTORY

- Generally, § 18:7

MEDICAL NEGLIGENCE CASES

- Brown medical negligence infant
brain damage case pictorial
storyboard example, § 4:6
- Closing arguments, illustrative,
§ 19:15, 19:17, 19:18, 19:21
- Illustrative opening statement,
§ 15:11
- Jury selection, example voir dire,
§ 14:17

MEDICAL RECORDS

- Generally, § 18:4, 18:5

MOCK TRIALS

- Generally, § 13:7, 13:10

MODELS FOR CASE STRATEGIES

- Generally, § 13:1 to 13:10
- Developing and testing case
themes, § 13:8
- Evaluation of plaintiffs' and
defendants' arguments,
§ 13:9
- Focus groups, § 13:6
- Jurymetric surveys, § 13:2, 13:4
- Mock trials, § 13:7, 13:10
- Ranking of plaintiff's arguments,
§ 13:5
- Review of mock trial, § 13:10

MODELS FOR CASE

STRATEGIES—Cont'd

Scott case, generally, § 13:3 et seq.

Testing

case themes, § 13:4, 13:8

who's to blame, § 13:3

“A MORE PERFECT UNION”

Obama, Barack, § 10:14

MOTIONS IN LIMINE

Jury selection, § 14:4

MOTOR VEHICLE COLLISION CASES

Closing arguments, illustrative, § 19:18

Illustrative opening statements, § 15:12 to 15:14

MULTIPLE ACCIDENTS

Closing arguments, illustrative, § 19:20

MURDER

Howard Johnson's Honeymoon
Deathtrap Slay case written
outline storyboard example,
§ 4:3, 4:4

NARRATION

Direct examination of fact witness, storytelling in, § 16:7

NARRATIVE

Analysis of story line, § 3:2

NATIVE AMERICAN CHIEFS OF 19TH CENTURY

Generally, § 9:1 to 9:6

Red Jacket (Chief of Seneca and 6 Nations), § 9:3

Seattle, § 9:2

Tecumseh, § 9:4

NEGLIGENCE

Howard Johnson's Honeymoon
Deathtrap Slay case written

NEGLIGENCE—Cont'd

outline storyboard example,
§ 4:3, 4:4

Medical Negligence Cases (this index)

OBAMA, BARACK

“A More Perfect Union” speech,
§ 10:14

OBSERVATION

Potential clients, § 1:6

OFFICERS OF COURT

Courtroom environment, critical space, § 12:5, 12:6

Judges (this index)

OIL PLATFORM CASE

Illustrative opening statement,
§ 15:9

OPENING STATEMENTS

Generally, § 15:1 to 15:14

Capturing and holding attention with, § 15:6

Checklists, § 15:8

Closing arguments, relation of closing arguments to, § 19:7

Construction of, § 15:4

Dos and don'ts for opening statement, § 15:8

18-wheeler-crash case, illustrative opening statements, § 15:13

Examples. Illustrative opening statements, below

Goals, § 15:2

Illustrative opening statements generally, § 15:9 to 15:14

18-wheeler-crash case, § 15:13

machine guarding case, § 15:10

medical negligence, wrongful death, § 15:11

motor vehicle collision cases, § 15:12 to 15:14

oil platform, § 15:9

pedestrian knockdown case, § 15:12

INDEX

OPENING STATEMENTS

—Cont'd

Illustrative opening statements

—Cont'd

permanent disability, § 15:9,
15:12

premises liability case, § 15:9

product defect, § 15:9

product liability, § 15:10

quadriplegia, § 15:9

truck-crash case, § 15:13

truck-pedestrian knockdown,
§ 15:12

weaknesses in case, § 15:13,
15:14

workshop weaknesses in
18-wheeler-crash case,
§ 15:13

wrongful death, § 15:10, 15:11

Machine guarding case, illustra-
tive opening statements,
§ 15:10

Medical negligence, illustrative
opening statements, § 15:11

Motor vehicle collision cases,
illustrative opening state-
ments, § 15:12 to 15:14

Oil platform, illustrative opening
statements, § 15:9

Outline, § 15:7

Pedestrian knockdown case,
illustrative opening state-
ments, § 15:12

Permanent disability, illustrative
opening statements, § 15:9,
15:12

Premises liability case, illustrative
opening statements, § 15:9

Preparation, § 15:3

Product defect, illustrative open-
ing statements, § 15:9

Products liability, illustrative
opening statements, § 15:10

Quadriplegia, illustrative opening
statements, § 15:9

OPENING STATEMENTS

—Cont'd

Scott v. American Tobacco (this
index)

Theme development, § 15:5

Truck-crash case, illustrative
opening statements, § 15:12,
15:13

Weaknesses in case, illustrative
opening statements, § 15:13,
15:14

Workshop weaknesses in
18-wheeler-crash case,
illustrative opening state-
ments, § 15:13

Wrongful death, illustrative open-
ing statements, § 15:10,
15:11

ORATORICAL DEVICES

**Rhetorical and Psychological
Techniques** (this index)

ORATORY, NOTABLE

Great Speeches (this index)

**Native American Chiefs of 19th
Century** (this index)

OUTLINES

Direct examination of fact wit-
ness, storytelling in, § 16:11

Opening statements, § 15:7

Written Outline Storyboards
(this index)

PEDESTRIAN KNOCKDOWN CASE

Illustrative opening statement,
§ 15:12

PERICLES OF ATHENS

Historical development of rhetoric
and persuasion, § 8:3

PERLMAN, PETER

Theming, § 5:4

PERMANENT DISABILITY CASES

Illustrative opening statements,
§ 15:9, 15:12

PERSONAL INJURY CASES

- Illustrative opening statements,
§ 15:9, 15:12
- Jury selection, example voir dire,
§ 14:18, 14:19

PHILOSOPHERS

- Historical Development of Rhetoric and Persuasion** (this index)

PHYSICIANS

- Jury selection, physician as defendant, § 14:12
- Medical Negligence Cases** (this index)
- Storytelling during cross-examination of fact and expert witnesses, § 17:43

PICTORIAL STORYBOARDS

- Generally, § 4:5, 4:6
- Brown medical negligence infant brain damage case example, § 4:6
- Example, § 4:6

POTENTIAL CLIENTS

- Generally. **Client Management** (this index)
- Interviews. **Initial Interviews with Client** (this index)

PREEXISTING CONDITIONS

- Closing arguments, illustrative, § 19:18

PREMISES LIABILITY CASE

- Illustrative opening statement, § 15:9

PRESENT TENSE OF VERBS

- Story structure, use in, § 6:6

PRE-TRIAL DEPOSITIONS

- Courtroom environment, § 12:7

PROBLEM CLIENTS

- Generally, § 1:16 to 1:25

PROBLEMS, POTENTIAL

- Client Management** (this index)
- Jury selection, § 14:9, 14:13

PRODUCT DEFECT CASES

- Illustrative opening statement, § 15:9
- Storytelling during cross-examination of fact and expert witnesses, § 17:27

PRODUCTS LIABILITY CASES

- Closing arguments, illustrative, § 19:19
- Illustrative opening statement, § 15:10
- Jury selection, example voir dire, § 14:16
- Storytelling during cross-examination of fact and expert witnesses, § 17:21

**PROFESSIONAL
ENGINEERING
LITIGATION**

- Products liability cases, § 19:14

**PSYCHOLOGICAL
TECHNIQUES**

- Rhetorical and Psychological Techniques** (this index)

PUBLISHED MATERIALS

- Medical Experts** (this index)

QUADRIPLEGIA CASE

- Illustrative opening statement, § 15:9

QUESTIONNAIRES

- Models for Case Strategies** (this index)

QUINTILIAN

- Historical development of rhetoric and persuasion, § 8:9, 8:14

**RAILROAD AND HIGHWAY
CROSSING CASES**

- Storytelling during cross-examination of fact and expert wit-

INDEX

RAILROAD AND HIGHWAY CROSSING CASES—Cont'd nenses, § 17:24

REBUTTAL

Scott v. American Tobacco (this index)

RECORDS

 Medical experts, medical records, § 18:4, 18:5

RED JACKET (CHIEF OF SENECA AND 6 NATIONS)

 Oratory and rhetoric of, § 9:3

REFUSAL OF CASE

 Decisions, § 1:27

RESEARCH

Medical Experts (this index)
 Storytelling during cross-examination of fact and expert witnesses, § 17:19

REVELATION AND REVERSAL

 Closing arguments, § 19:8

“REVENGE” CLIENTS

 Problem clients, § 1:24

RHETORICAL AND PSYCHOLOGICAL TECHNIQUES

 Generally, § 7:1 to 7:3

 Alphabetical index of, § 7:2

 Definitions of rhetorical and oratorical devices from A to Z, § 7:3

 Historical development. **Historical Development of Rhetoric and Persuasion** (this index)

Native American Chiefs of 19th Century (this index)

Scott v. American Tobacco, tools used in plaintiffs' opening and closing arguments, § 20:2

ROAD DESIGN CASES

 Storytelling during cross-examination of fact and expert witnesses, § 17:23, 17:24

ROME

Historical Development of Rhetoric and Persuasion (this index)

ROOSEVELT, FRANKLIN D.

 Declaration of war against Japanese, § 10:10

RULES OF PERSUASION

Historical Development of Rhetoric and Persuasion (this index)

SAMPLES AND EXAMPLES

Closing Arguments (this index)

Cross-Examination of Fact and Expert Witnesses, Storytelling During (this index)

Direct Examination of Fact Witness, Storytelling In (this index)

 Jury selection, example voir dire, § 14:16 to 14:20

 Medical experts, example of cross-examination of adverse medical expert at trial from teaching text, § 18:15

Opening Statements (this index)

 Storyboarding, § 4:3, 4:4, 4:6

 Theming, § 5:12

 Written outline storyboards, § 4:3, 4:4

SCOTT V. AMERICAN TOBACCO

 Generally, § 20:1 to 20:26

 Bruno, Joe, § 20:12, 20:13, 20:20

 Carter, Ken, § 20:6, 20:14

 Cates, Sidney, § 20:11, 20:18

 Closing arguments

 Phase II plaintiffs' closing argument, § 20:22

SCOTT V. AMERICAN

TOBACCO—Cont'd

- Closing arguments—Cont'd
 - Phase I plaintiffs' closing argument, below
 - rhetorical and psychological tools used in, § 20:2
- Findings of Fact and Reasons for Judgment, Phase II, § 20:26
- Gertler, Mike, § 20:5, 20:10
- Herman, Russ, § 20:3, 20:7, 20:9, 20:15, 20:17, 20:21 to 20:23
- Judgment, Phase II, § 20:25
- Leger, Walter, § 20:19
- Models for Case Strategies** (this index)
- Murray, Steve, § 20:4, 20:8
- Opening statements
 - Phase II plaintiffs' opening statement, below
 - Phase I plaintiffs' opening statement, below
 - rhetorical and psychological tools used in, § 20:2
- Phase I
 - plaintiffs' closing argument
 - Bruno, Joe, § 20:12
 - Cates, Sidney, § 20:11
 - Gertler, Mike, § 20:10
 - Herman, Russ, § 20:9
 - Murray, Steve, § 20:8
 - plaintiffs' opening statement
 - Carter, Ken, § 20:6
 - Gertler, Mike, § 20:5
 - Herman, Russ, § 20:3, 20:7
 - Murray, Steve, § 20:4
 - plaintiffs' rebuttal statement
 - Bruno, Joe, § 20:13
 - Carter, Ken, § 20:14
 - Herman, Russ, § 20:15
 - special verdict form, § 20:16
- Phase II
 - Judgment, § 20:25
 - plaintiffs' closing argument
 - Herman, Russ, § 20:22

SCOTT V. AMERICAN

TOBACCO—Cont'd

- Phase II—Cont'd
 - plaintiffs' opening statement
 - Bruno, Joseph, § 20:20
 - Cates, Sidney, § 20:18
 - Herman, Russ, § 20:17, 20:21
 - Leger, Walter, § 20:19
 - plaintiffs' rebuttal argument
 - Herman, Russ, § 20:23
 - Trial Court Findings of Fact and Reasons for Judgment, § 20:26
 - Verdict, § 20:24
- Rebuttal
 - Phase II plaintiffs' rebuttal argument, § 20:23
 - Phase I plaintiffs' rebuttal statement, above
- Rhetorical and psychological tools used in plaintiffs' opening and closing arguments, § 20:2
- Special verdict form, Phase I, § 20:16
- Verdict, Phase II, § 20:24

SEATTLE (NATIVE AMERICAN CHIEF)

- Oratory and rhetoric of, § 9:2

SELF AWARENESS

- Courtroom environment, critical space, § 12:4

SELF CONTROL

- Initial interviews with clients, § 1:7

SHAKESPEAR

- Antony, Mark, funeral oration (in Shakespeare's *Julius Caesar*), § 10:5

“SHOPPER” CLIENTS

- Problem clients, § 1:18

INDEX

SINGER, AMY

Theming, § 5:5

SOCRATES

Historical development of rhetoric
and persuasion, § 8:4

SOFT TISSUE DAMAGE CASES

Closing arguments, illustrative,
§ 19:20

SPECIAL DAMAGES

Initial interviews with clients,
inquiring about, § 1:9

SPECIAL VERDICT FORM

Scott v. American Tobacco, Phase
I, § 20:16

STORYBOARDING

Generally, § 4:1 to 4:6

Brown medical negligence infant
brain damage case example,
§ 4:6

Examples, § 4:3, 4:4, 4:6

Howard Johnson's Honeymoon
Deathtrap Slay case example,
§ 4:3, 4:4

Pictorial storyboards
generally, § 4:5, 4:6

Brown medical negligence
infant brain damage case
example, § 4:6

Written outline storyboards
generally, § 4:2 to 4:4
example, § 4:3, 4:4

Howard Johnson's Honeymoon
Deathtrap Slay case
example, § 4:3, 4:4

opening/closing statement based
on written storyboard
outline, § 4:4

STORY LINE ANALYSIS

Generally, § 3:1 to 3:7

Defenses, reverse defense themes,
§ 3:5

Expectations, jurors', § 3:3

STORY LINE ANALYSIS

—Cont'd

Narrative, § 3:2

Pivotal points, § 3:6

Plaintiff themes, § 3:5

Reverse defense themes, § 3:5

Strengths of case, § 3:4

Weaknesses of case, § 3:3

STORY STRUCTURE

Generally, § 6:1 to 6:6

Double-tracking, foreshadowing,
and use of present tense,
§ 6:6

Five Ws story structure, § 6:2

Introduction, body, and conclusion
story structure, § 6:4

Narrative force of storytelling,
§ 6:5

Present tense of verbs, § 6:6

Verb tense, use of present tense,
§ 6:6

Yesterday, today, and tomorrow
story structure, § 6:3

STORYTELLING

Generally, § 2:1 to 2:6

Advocate's tools of persuasion,
§ 2:6

Analysis of story. **Story Line
Analysis** (this index)

Background, § 2:2

Courtroom, storytelling in, § 2:3

**Cross-Examination of Fact and
Expert Witnesses, Storytell-
ing During** (this index)

**Direct Examination of Fact Wit-
ness, Storytelling In** (this
index)

Examination of witnesses

**Cross-Examination of Fact
and Expert Witnesses,
Storytelling During** (this
index)

**Direct Examination of Fact
Witness, Storytelling In**
(this index)

STORYTELLING—Cont'd

- Explanation for, § 2:4
- History, § 2:2
- Medical Experts** (this index)
- Psychological techniques.
 - Rhetorical and Psychological Techniques** (this index)
- Recommendations regarding courtroom stories, § 2:5
- Rhetorical and Psychological Techniques** (this index)
- Rules for courtroom stories, § 2:5
- Storyboards. **Storyboarding** (this index)
- Structure. **Story Structure** (this index)
- Themes and Theming** (this index)
- Witnesses
 - Cross-Examination of Fact and Expert Witnesses, Storytelling During** (this index)
 - Direct Examination of Fact Witness, Storytelling In** (this index)

STORYTELLING DURING DIRECT AND CROSS-EXAMINATION OF MEDICAL EXPERTS FROM WRITTEN OR PUBLISHED MATERIALS

STRATEGY

- Models for Case Strategies** (this index)
- Sun Tzu, courtroom strategy and tactics, § 11:1 to 11:4

STRENGTHS OF CASE

- Analysis of story line, § 3:4

STRUCTURE OF STORY

- Story Structure** (this index)

SUMMATION

- Closing Arguments** (this index)

SUN TZU

- Courtroom strategy and tactics, § 11:1 to 11:4

SURGICAL MALPRACTICE CASES

- Closing arguments, illustrative, § 19:15

TACITUS

- Historical development of rhetoric and persuasion, § 8:10

TECHNICAL ISSUES

- Storytelling during cross-examination of fact and expert witnesses, § 17:15

TECUMSEH (NATIVE AMERICAN CHIEF)

- Oratory and rhetoric of, § 9:4

TESTING

- Models for Case Strategies** (this index)

THEMES AND THEMING

- Generally, § 5:1 to 5:13
- Additional resources, § 5:13
- Analogy-type theme, § 5:10
- Basic concepts for theme development, § 5:8
- Becton, Judge Charles, on themes, § 5:3
- Case capsule telegram-type theme, § 5:9
- Development of themes
 - basic concepts for, § 5:8
 - during litigation process, § 5:7
 - successfully developed and used themes, § 5:6
- King, Reverend Martin Luther, Jr., on themes, § 5:2
- Models for Case Strategies** (this index)
- Opening statements, theme development, § 15:5
- Perlman, Peter, on themes, § 5:4

INDEX

THEMES AND THEMING

—Cont’d

- Perspectives on themes
 - Becton, Judge Charles, § 5:3
 - King, Reverend Martin Luther, Jr., § 5:2
 - Perlman, Peter, § 5:4
 - Singer, Dr. Amy, on themes, § 5:5
- Sample themes, § 5:12
- Singer, Dr. Amy, § 5:5
- Successfully developed and used themes, § 5:6
- Weaknesses, possible, § 5:11

TIMELINE

- Historical sources of art and science of persuasion, § 8:11

TORT REFORM

- Jury Selection** (this index)

TRUCK-CRASH CASES

- Closing arguments, illustrative, § 19:18
- Illustrative opening statements, § 15:12, 15:13

TRUTH, SOJOURNER

- Speaks for women’s rights, § 10:8

UNLIKABLE CLIENTS

- Problem clients, § 1:25

VERB TENSE

- Story structure, use in, § 6:6

VERDICT

- Scott v. American Tobacco, Phase II, § 20:24

VOIR DIRE

- Closing arguments, relation of closing arguments to, § 19:7
- Jury Selection** (this index)

WEAKNESSES IN CASE

- Analysis of story line, § 3:3

WEAKNESSES IN CASE

—Cont’d

- Illustrative opening statements, § 15:13, 15:14
- “WE SHALL FIGHT ON THE BEACHES” SPEECH**
 - Churchill, Winston, § 10:9

WITNESSES

- Cross-Examination of Fact and Expert Witnesses, Storytelling During** (this index)
- Direct Examination of Fact Witness, Storytelling In** (this index)
- Medical Experts** (this index)

WRITTEN MATERIALS

- Medical Experts** (this index)

WRITTEN OUTLINE

STORYBOARDS

- Generally, § 4:2 to 4:4
- Examples, § 4:3, 4:4
- Howard Johnson’s Honeymoon
 - Deathtrap Slay case example, § 4:3, 4:4
- Opening/closing statement based on written storyboard outline, § 4:4

WRONGFUL DEATH CASES

- Illustrative opening statements, § 15:10, 15:11

“YELLOW-PAGER” CLIENTS

- Problem clients, § 1:22

“YES” OR “NO” QUESTIONS

- Storytelling during cross-examination of fact and expert witnesses, § 17:32

YESTERDAY, TODAY, AND

TOMORROW STORY

STRUCTURE

- Generally, § 6:3